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AN INVESTMENT
SAFE AND SURE

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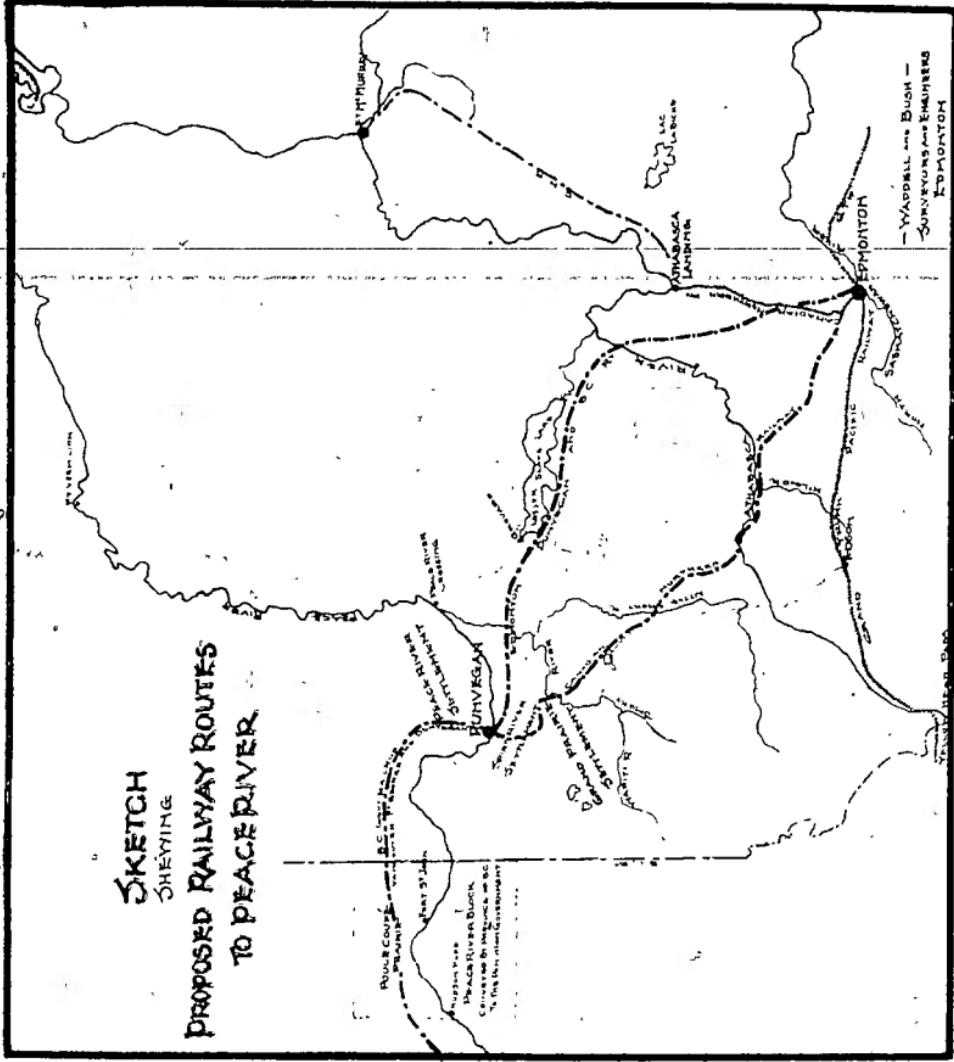
Writ in Lead

3

There are two points only to be considered in making an investment—profit and security. Everybody knows that not excepting gold itself, there is no more indestructible security than land. It cannot be stolen or destroyed and is the basis of all wealth.

Russel Sage

**SKETCH
SHewing
PROPOSED RAILWAY ROUTES
TO PEACE RIVER.**





MONEY is made in Real Estate through increase in the value of the land held. Increase in the value of the land held comes through two causes: first the general prosperity of the town in which the land is held, the increasing population, and the consequent demand for property and the enhancement of value through competition for favourable location. The second reason for increase in value of Real Estate is contingent on the first reason and depends entirely upon the location of the land held, in relation to the business portion or most desirable location in the town.

It will be found that the property, Dunvegan Heights, offered for sale by the Alberta, Athabasca and Peace River Land Company, Limited, is in line for a large increase in value in the immediate future, for both of the above mentioned reasons. A glance at the key map on the first page of this booklet will show that the town of Dunvegan is the logical centre of the great Peace River and Grand Prairie countries. This country, all of which is tributary to Dunvegan, is as large as the entire Province



of Ontario, and exceeds it in fertility and desirability of climate. North from Dunvegan we have three large prairies aggregating 9,000 square miles, of the finest farming country under the sun.

Only ten miles north of Dunvegan is the beautiful Spirit River

Prairie, consisting

of about 900 square miles, lying along the banks of the river from which it takes its name. The soil is a slightly sandy loam over a clay subsoil, and exceedingly fertile. Horses very commonly winter on this prairie and suffer no privation thereby; thus showing that the climate is all that could be desired for ranching or farming purposes.

The Pouce Coupe Prairie which is second only in size to Grand Praire—there being fully 1000 square miles ready for the plough—comes next. This is the Paradise of the North-West; its location being such that the

Chinook winds come down through the mountain passes and sweep across it like a warm ocean current, warming everything they touch and melting the winter snow sometimes as quickly as it falls, and always keeping it down so that horses experience absolutely no difficulty in feeding all winter on native grass.

Grand Prairie, another tributary to Dunvegan, is the largest of all the Peace River Prairies, having approximately 3,600 square miles ready for immediate cultivation. The soil is a deep black loam, ranging from three to six feet in depth, and very rich. While the Chinook winds seldom strike Grand Prairie, it is nevertheless a very favourable climate for farming operations, and from the reports of early traders who have spent many years there,



FERTILE PLAINS ADJOIN THE PEACE.

it would seem that the climate is very similar to that of Edmonton, with the exception that the summers are about a month longer.

DUNVEGAN has not only these three large prairies on the North, from which to draw trade, but also has the South country as far as Grand Prairie, and practically half way to the main lines of the Canadian Northern and Grand Trunk Pacific on their way to the Yellow Head Pass. That this country is rapidly attracting the attention of settlers, is evidenced by the fact that both the Alberta and the British Columbia Governments are in a merry race for railroads which will carry on the trade of this country. The British Columbia Government are making frantic efforts to get their railroads through to Dunvegan and tap the great Peace River country before the Edmonton people can corall all the trade.

The following excerpt from the "Vancouver Province" editorial page of January 8th, summarizes the feelings of the people on the coast.

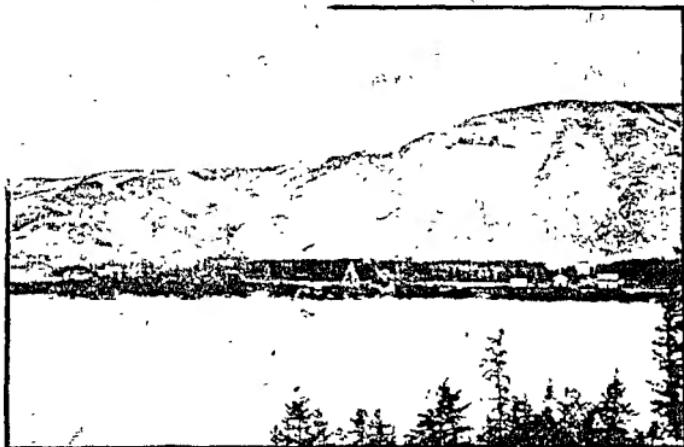
"What the Peace River country will eventually become as a farming district is already recognized by the Government of Alberta which is about to build a railway into it with the design of making its agricultural wealth tributary to Edmonton and the cities of that Province. Homeseekers are flocking into the country in great numbers, and settling it with a rapidity which is almost without parallel in the

history of the Canadian West. Its benign climate and its fertility make it exceptionally attractive to the intelligent immigrant.

The question for the people here to consider is shall this region be made tributary to the coast cities, and especially to Vancouver?"

To which the "Edmonton Capital" of January 18th replies editorially:

"Here then, is the situation. Edmonton will have from three to five years in which to place herself in the paramount position. In that time, commencing from now, it should be the business of the Board of Trade of this City, and of the large mercantile



DUNVEGAN HEIGHTS



institutions
to push by
every legiti-
mate means
Edmonton's
influence in
the area
which is to
be contest-
ed. And it

should be the duty of the Legislature to hurry along the constructions of the roads North and West from Edmonton which will make this City the gateway through which will flow the settlers for and the trade from the Peace River Country. The Sifton railway policy for that section, if expeditiously carried out, will furnish Edmonton with the facilities to entrench herself in the Peace River country to such an extent that it would be very difficult for her Coast competitors to dislodge her.

Herein lies one of the principal reasons why the City of Edmonton should support the Alberta Government's railway policy which contemplates guaranteeing roads to the Peace River Country, as well as undertaking to build that most important of all Edmonton's feeders, the road to the North."

This means that Dunyegan will become the centre

of a great railroad activity, having for its object the immediate development of the wondrously fertile plains of the great Peace River country. That railroads are already assured is evident from the fact that the Alberta Government have recently guaranteed the bond of the McArthur Road for \$20,000.00 per mile.

The following despatch from the "Edmonton Daily Capital" of February 6th, may be taken as authentic.

"MCARTHUR ROAD GUARANTEED AT

TWENTY THOUSAND PER MILE

The Edmonton, Dunvegan and British Columbia Road from Edmonton to Dunvegan 350 miles, will be guaranteed at the rate of \$20,000.00 per mile. It is understood that the company contracts to commence construction immediately upon the opening of spring and to complete 100 miles in 1912."

With such a large and fertile tributary country with railway communication already assured it is a very reasonable assumption, in fact practically a certainty that Dunvegan will be a large and growing city within



the next few years. The only question remaining to be assured of before coming to the conclusion that Dunvegan offers the surest investment with the largest possibilities of profits, is the location of the property offered by The Alberta, Athabasca and Peace River Land Company, Limited.

In this regard nature has amply safeguarded the townsite of Dunvegan from the manipulation of the Railroad-Townsite-switehers.—Approaching—the—mighty Peace from the South the only practical route is along the grade of the Rat River, which is tributary to the Peace and consequently affords an easy grade to the crossing of the Peace where the entrance of Island Creek on the North side makes it easy for the Railway to gain the prairie above by following the grade of Island Creek to its source. No other means of access to Dunvegan and the great Inland Empire of which it is the centre, is practicable. This would suggest that the town and prospective city would be in the valley, which would probably be the case were it not for the fact that there is not sufficient room on either bank for a townsite. This necessitates placing the town on the top of the hill. Now it is a well known fact that the first settlers in any community always make for the highest ground available for building purposes. Dunvegan Heights are the highest available land in this vicinity, consequently the centre of the site cannot logically come anywhere else. From the

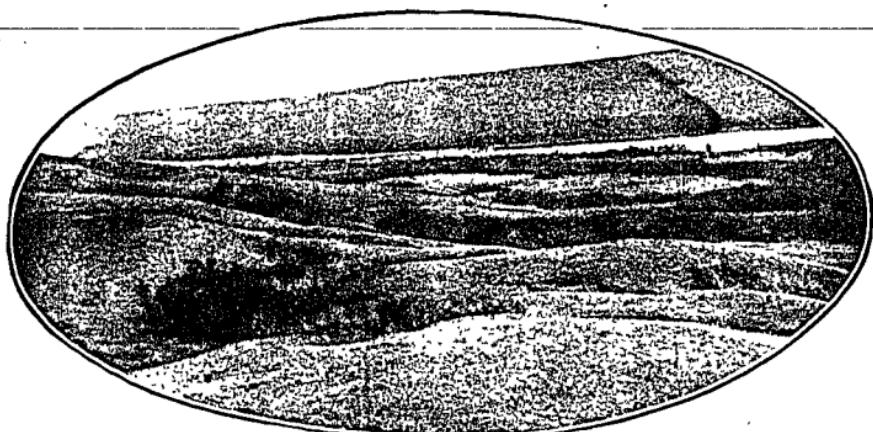
illustration shown in this booklet, it will be seen that the banks of the Peace are very steep at this point, but a winding trail leads to the top of the hill in a very similar manner to that in which Edmonton is approached from the South.

Conditions at Dunvegan are very similar to conditions in Edmonton in the early days—with the exception that the land tributary to Dunvegan is very much superior farming country to that surrounding Edmonton. The property offered for sale by the Company has been chosen with a view to following out the analogy between the present City and the prospective City in the matter of choosing the place where population is most



SUNSET ON THE PEACE

probable to centre. For this reason, purchasers of lots in Dunvegan Heights have not only a safe investment, but practically a sure chance of reaping big rewards from the enormous increase in value which is almost sure to take place in this property within the next few years. Buy a few lots in Dunvegan Heights, and you will have an investment that is safe and sure with the probability of a nice income from it in the years to come. The prices will never be cheaper, and from the amount of



A PEACE RIVER VALLEY

attention which Dunvegan is attracting at the present time, they are liable very shortly to be much higher.

Fill in and mail the return card enclosed, and our representative will be very pleased to call on you and give you further particulars in regard to this wonderful opportunity in the Last Best West.

ALBERTA, ATHABASCA &
PEACE RIVER LAND
COMPANY, LIMITED

HEAD OFFICE AT

WALSH & CHAMBERS
LIMITED.

Real Estate Brokers
P. O. Box 1328
Edmonton, Alta.



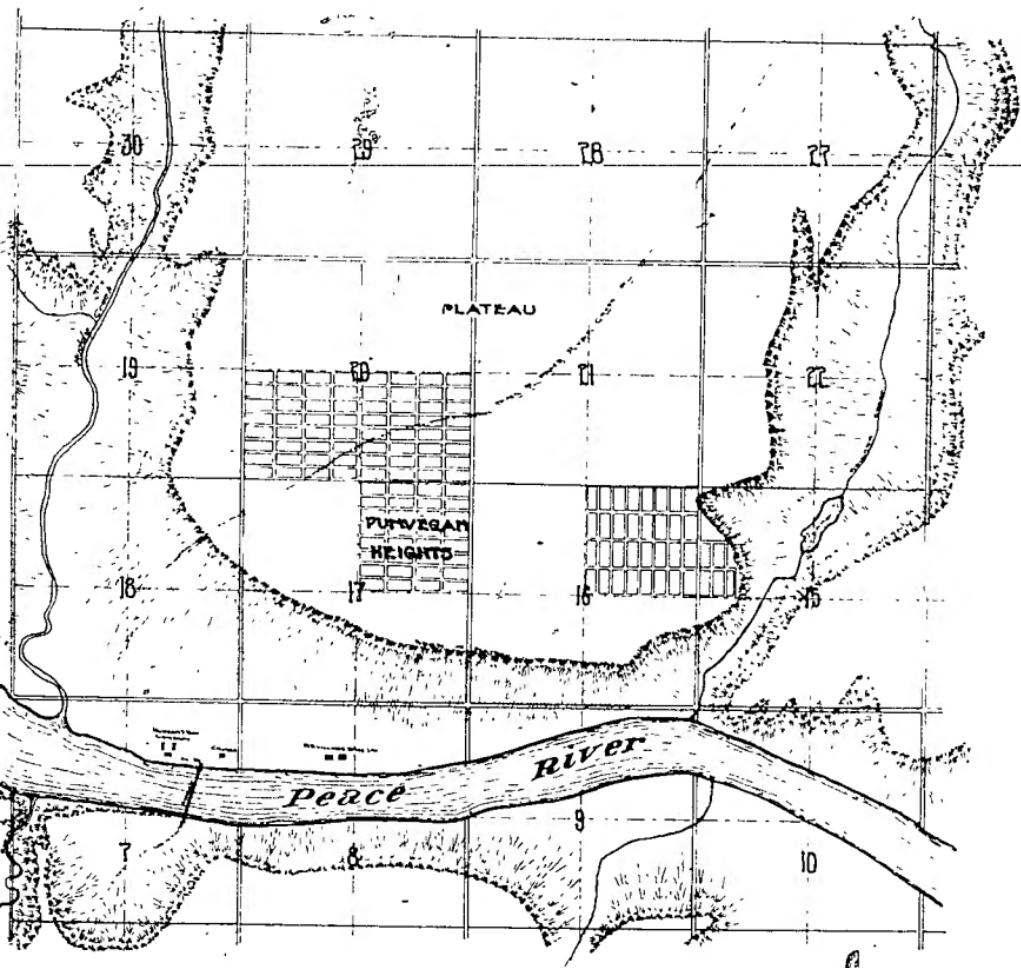
PRICE LIST OF LOTS IN DUNVEGAN HEIGHTS,
DUNVEGAN, ALBERTA

Block 1—		Block 10—	
Lots 1 to 19	\$125	Lots 1 to 14	\$225
20 to 38	150	15 to 22	275
		23 to 36	250
Block 2—		Block 11—	
Lots 1 to 14	125	Lots 1 to 8	275
15 to 22	250	9 to 22	250
23 to 36	175	23 to 36	225
Block 3—		Block 12—	
Lots 1 to 8	250	Lots 1 to 18	200
9 to 22	175	19 to 36	225
23 to 36	125		
Block 4—		Block 13—	
Lots 1 to 12	125	Lots 1 to 18	225
13 to 24	150	19 to 36	225
Block 5—		Block 14—	
Lots 1 to 18	175	Lots 1 to 8	300
19 to 36	200	9 to 36	275
Block 6—		Block 15—	
Lots 1 to 8	275	Lots 1 to 14	275
9 to 22	225	15 to 22	300
23 to 36	175	23 to 36	275
Block 7—		Block 16—	
Lots 1 to 14	175	Lots 1 to 38	\$225
15 to 22	275		
23 to 36	225	Block 17—	
Block 8—		Lots 1 to 38	225
Lots 1 to 19	175		
20 to 38	200	Block 18—	
		Lots 1 to 14	275
Block 9—		15 to 22	300
Lots 1 to 19	200	23 to 36	275
20 to 38	225		
		Block 19—	
		Lots 1 to 8	300
		9 to 36	275

Continued on Page 16.

KEY PLAN SHEWING LOCATION OF PUNVEGAN HEIGHTS

WAPPELL AND BUSH
SURVEYORS AND ENGINEERS
EDMONTON



Block 20		Block 27	
Lots 1 to 36	225	Lots 1 to 8	250
		9 to 36	200
Block 21		Block 28	
Lots 1 to 36	175	Lots 1 to 36	150
Block 22		Block 29	
Lots 1 to 8	275	Lots 1 to 36	125
9 to 36	225		
Block 23		Block 30	
Lots 1 to 14	225	Lots 1 to 8	200
15 to 22	275	9 to 36	150
23 to 36	225		
Block 24		Block 31	
Lots 1 to 38	175	Lots 1 to 14	150
		15 to 22	200
Block 25		23 to 36	150
Lots 1 to 38	150		
Block 26		Block 32	
Lots 1 to 14	200	Lots 1 to 38	125
15 to 22	250		
23 to 36	200	Corners \$25 Extra	

TERMS. One-quarter cash, balance in three, six and nine months, or One-third cash, balance in five and ten months, or One-half cash, balance in six months.

Five per cent discount for cash. Interest at seven per cent. Torrens Title.

DUNVEGAN HEIGHTS

PLAN

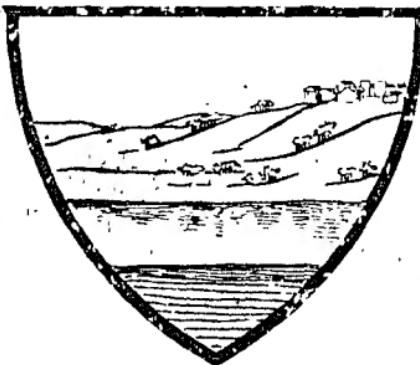
OF SUBDIVISION OF

N.E. $\frac{1}{4}$ SEC. 17 - T. 80 - R. 4 - W. 6M.

PEACE RIVER DISTRICT

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DUNVEGAN



A GOOD PLACE
TO OWN A FEW LOTS